

CLASS Schedule – Beaverton YEA!
2015-2016 Schedule – Final
Schedule follows School Year Calendar observing same School Days off
Tuesdays, 4pm-7pm, October 26, 2015 – May 18, 2015

<u>Class</u>	<u>Date</u>	<u>Lesson</u>	<u>Notes</u>	<u>Press Release & Social Media</u>
Orientation	10/26/15 Monday	Parent/Student Orientation	6pm-7pm	PR: 1. Orientation, Local Business Leader to teach Young Entrepreneurs About Business
Segment 1: The Big Idea!				
Lesson 1 PIZZA TIME	10/27/15 Tuesday	Get to know you Entrepreneurship & Social Entrepreneurship Business Ideas vs. Business Opportunities Business Ideas!	4pm-7pm Survey	PR: 2. Local School District Cheers YEA! for Entrepreneurship FB Post: Pictures of 1 st class, students gathering
Lesson 2 COOL BUSINESS FIELD TRIP	11/3/15 Tuesday	Business Opportunity Evaluation Business Ideas/Group Formation Cool Business Field Trip	4pm-7pm Fieldtrip Arrive and stay at business	PR: 3. Local Business Leader Hosts Young Entrepreneurs FB Post: Tag the place of business and host of Cool Business Field Trip
Lesson 2 continued	11/10/15	Business Ideas/Group	4pm-7pm	
Lesson 3 Jon-Michael & Mindee	11/14/15 Saturday	Idea Generation What's the BIG Idea? Vetting Ideas Power Round	11am – 2pm	FB Post: Pictures of students brainstorming
Lesson 4	11/17/15 Tuesday	Business Plan Basics/Introduce Business Plan Template: Executive Summary Company Summary Product/Service Desc. Business Ideas/Business Research	4pm-7pm	PR: 4. Community Cheers for Sponsor's Support of Young Entrepreneurs FB Post: Southwest Partnership with YEA!
Lesson 5	11/24/15 Tuesday	Business Plan Basics Market Research SWOT Analysis Business Name Strategy and Implementation: Product, Price, Place Promotion	4pm-7pm	FB Post: Post related content to the Saunders Competition
Lesson 6	12/01/15 Tuesday	<u>Business Plan Basics:</u> Management Summary Present Business Name	4pm-7pm	PR: 6. Franchise Field Trip, Local Entrepreneur Meets Young Entrepreneurs

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		Food Franchise Speaker & Food		FB Post: Pictures of students on their Food Franchise Field Trip
Lesson 7	12/8/15 Tuesday	Finalize Business Ideas/Business Groups Business Plan Basics Financials: Economics of One Unit Monthly Sales Projections Cost of Supplies Business Research	4pm-7pm	PR: 7. Business Mentors Help Young Entrepreneurs with Business Planning Process FB Post: Highlight what students are learning in class this week, also post pictures
Lesson 8	12/15/15 Tuesday	Business Plan Continuation Financials: Average Monthly Operating Costs Projected Monthly/Yearly Income Statements Start Up Investment Financing Strategy Marketing/ Market Research Partnership Agreements Introduction to the Investor Panel	4pm-7pm	PR: 8. Local Graphic Designers and Web Developers Help Students Stand out FB Post: Southwest Airline Partnership Mention
NO CLASS	12/22/15	Holiday Break		
NO CLASS	12/29/15	Holiday Break		
Lesson 9	01/05/16 Tuesday	Legal Services for Small Business Legal Structures How to Leverage Your Mentor Finalize Business Name Mentor Visit #1	4pm-7pm Guest Speaker	PR: 9. Local Attorney Speaks to Young Entrepreneurs FB Post: Mention about Saunders Competition
Lesson 10	1/12/16 Tuesday	Accounting Principles Mentor Visit #2	4pm-7pm Guest Speaker	PR: 10. Money Matters, Accounting Firm Teaches Young Entrepreneurs How to Manage Business Finances
Segment 2: The Pitch!				
Lesson 11	1/19/16 Tuesday	Marketing & Communications Design Concepts Mentor Visit #3	4pm-7pm	
Lesson 12	1/26/16 Tuesday	Insurance & Risk Management	4pm-7pm Guest	PR: 11. Teens Learn About Insurance and Risk Management

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		Designer & Brochure Template Worksheets Due Mentor Visit #4	Speaker	FB Post: Tag Guest Speaker & Their Company, also Thank them!
Lesson 13	2/02/16 Tuesday	E-Commerce Web Concepts/Web Developer Worksheet Finish final draft of Business Plan Mentor Visit #5	4pm-7pm Guest Speaker	PR: 12. Teens Learn About the Real Meaning of Shopping Online FB Post: Picture of students with the guests in class and tag everyone
Lesson 14	2/09/16 Tuesday	Niche Marketing Investor Panel PowerPoint Presentation Development Speech Cards Designer Meeting Plans to Business Plan Reviewers Mentor Visit #6	4pm-7pm Guest Speaker Designers	PR: 13. Local Teens Find their Niche in Business FB Post: Southwest Airlines Partnership Mention
Lesson 15	2/16/16 Tuesday	Designations, Awards, and Special Services Personal Selling & Negotiation Short Term Operating Plans Web Developer Meeting Preliminary Design Work Review Final Business Plans, PowerPoints, & Speech Cards Due Mentor Visit #7	4pm-7pm Guest Speaker Web Developers	PR: 14. Big Awards for Small Businesses FB Post: Tag Guest Speaker and Company and Thank them!
Lesson 16 CEO ROUNDTABLE EVENT	2/23/16 Tuesday	Class Time CEO Roundtable	4 – 5:30pm 5:30- 7:00pm	PR: 15. Local CEOs Share Tips with Teen CEOs FB Post: Bios of CEOs in days leading up to the event .
Lesson 17 ELEVATOR PITCH EVENT	3/01/16 Tuesday	Elevator Pitches Printing Preliminary Web Development Review Student Edits to Designers Investor Panel Practice	4pm-7pm	PR: 16. Ten Floors to the Perfect Elevator Pitch- Young Entrepreneurs Perfect Pitch FB Post: Feature a Sponsor
Lesson 18	3/08/16 Tuesday	Investor Panel Practice Student Web Site Edits Final Design Pieces Due	4pm-7pm	FB Post: Highlight student businesses in class

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		Student Introductions		
Lesson 19 MOCK INV PANEL EVENT	3/15/16 Tuesday	“Mock” Investor Panel Presentation	4pm-7pm	PR: 17. Middle & High School Students to Pitch to Local Investors
NO CLASS	3/22/16	March Spring Break		
Lesson 20	3/29/16 Tuesday	Personal Style & Presentation Training – Extreme Makeover Field Trip Marketing Materials Web Sites “Go Live” Final Pieces Due to YEA!	4pm-7pm Fieldtrip?	PR: 18. Professional Appearances, Extreme Makeover for Teen Business Owner Field Trip FB Post: Investor Bios in days leading up to the Investor Panel Event
Lesson 21	4/05/16 Tuesday	Investor Panel Presentation Practice	4pm-7pm	PR: 19. Young Entrepreneurs Academy Now Accepting Applications
Lesson 22 BIG INVESTOR PANEL EVENT!!!	4/06/16 Wednesday	Investor Panel Presentations	6pm-9pm PCC	PR: 20. Middle & High School Students Receive Funding from Investors FB Post: America’s Small Business Summit Mention
Segment 3: The Launch!				
Lesson 23 ADVERTISING AGENCY Fieldtrip	4/12/16 Tuesday	Advertising Campaigns and Publicity Plans Field Trip Record Keeping Investor Panel Recap Introduction to Trade Show	4pm-7pm Fieldtrip?	PR: 21. Young Entrepreneurs Visit Local Advertising Agency FB Post: Saunders Semifinalist Highlight
Lesson 24	4/19/16 Tuesday	Government Resources Speaker Sales Tax Taxes Press Release Intro Complete Tri-Fold Boards Running the Business EIN Numbers	4pm-7pm Guest Speaker: Taxes	PR 1: 22. Young Entrepreneurs Meet with Government Officials. PR 2: 23. Young Entrepreneurs Meet with Tax and Business Professionals PR 3: 24. Doing Business as Young FB Post1: Post pictures of the Guest Speakers
Lesson 25	4/26/16 Tuesday	Sports Marketing	4pm-7pm Fieldtrip	PR: 28. Local Teens Learn the Business of Broadway OR 29. More Than Just a Game: Local Teens Learn the Business of Sports

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Lesson 26	5/03/16 Tuesday	Social Entrepreneurship File for EIN Number Press Release Review Trade Show Goals and Updates Finalize Trade Show Materials Finalize Press Releases Trade Show Preparation	4pm-7pm	FB Post: Tag Social Entrepreneur Guest Speaker & Their Business, and also Thank them!
Lesson 27 TRADE SHOW EVENT	5/07/16 Saturday	Trade Show Event	8am-1pm Trade Show	PR: 27. Teens Sell Products and Services at YEA! Trade Show FB Post: Post Pictures and Videos of Trade Show
Lesson 28	5/10/16 Tuesday	Networking Banking Continuity Plans/Exit Strategies Media Meet & Greet Exercise Survey/Evaluation Letters to Future YEA	4pm-7pm Guest Speaker Media Panel	PR 1: 25. Banking Expert Speak to Young Entrepreneurs PR 2: 26. Media Representatives Meet with Teen Entrepreneurs
Lesson 29 GRADUATION EVENT	5/18/16 Wednesday	Letters to Future YEA students Year in Review GRADUATION (6pm)	5:00- 7:30pm	PR 1: 30. Teens Graduate from Young Entrepreneurs Academy PR 2: 31. SAUNDERS EVENT, Local Young Entrepreneurs Compete in National College Scholarship Competition